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unsalable milk. Only good-quality milk will make good-quality dairy products. The cheese, evaporated milk, and powdered milks for overseas shipment must be of good keeping quality to withstand severe conditions of transit and long storage.

Herds must be kept free from disease not only to produce more milk but to produce milk that can be marketed. Sanitary methods of production and proper cooling of the milk are essential to avoid loss of milk and wasted effort.

WHAT TO DO!

BREED FOR BETTER HERD REPLACEMENTS

AND WHY!

The Nation needs all the milk that American farmers can produce, and the demand for large quantities of dairy products will not end with 1944.

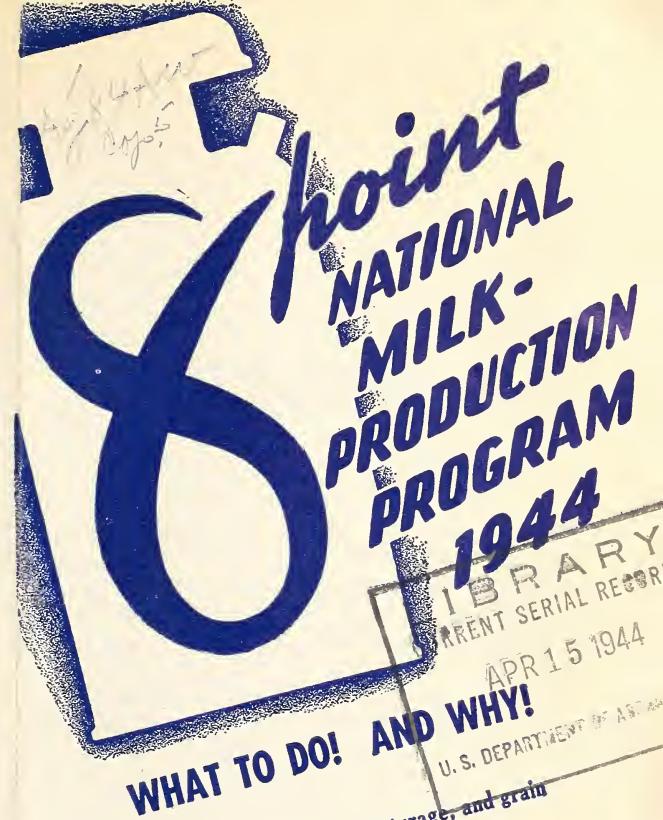
It is no time to slacken efforts to breed better cows to replace those that must eventually be discarded for one reason or another. Better cows will always be needed for more efficient production of milk. High-producing cows make the most profit under all conditions, and they may even be more essential in the post-war period than they are now.

No dairy herd is ever good enough, nor as good as it can be made. Good proved sires offer the best promise for improvement, whether their service is available as individual herd sires or through a cooperative breeding association. The sons of such sires afford the next best opportunity.

Using the best bulls available at all times, dairy farmers will gradually increase the proportion of high-producing heifers born and raised in their herds.



U. S. DEPARTMENT OF AGRICULTURE
WAR FOOD ADMINISTRATION
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- WHAT TO DO! AND WHY!
1. Grow more legume hay, pasture, and grain
 2. Fertilize to increase quantity and quality of feed
 3. Feed to avoid summer milk slump
 4. Feed cows liberally during their dry period
 5. Keep as many cows as feed and labor permit
 6. Market more whole milk whenever possible
 7. Produce good-quality milk and avoid waste
 8. Breed for better herd replacements

MILK and MILK PRODUCTS

ARE NUMBER ONE FOODS in war or peace. In wartime they are of the very highest importance. Our armed forces require them. American civilians will use all they can get and would use more if they could get more. The same is true of our allies and of the liberated peoples.

Dairymen have accepted a high goal for milk production in 1944. They know it will be hard to reach. But they are going to try.

To reach the goal, they realize they will have to use pasture and feed efficiently, to handle milk carefully and avoid waste.

To help them do these things, the 8-point program presented herewith has been formulated by the War Food Administration, the United States Department of Agriculture, and the State extension services, in cooperation with the Dairy Industry Committee. We commend it to the attention and action of every person who milks cows and every person in the dairy trades.

Marvin Jones

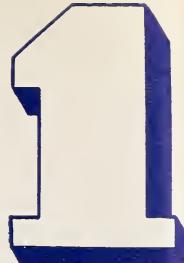
*Administrator,
War Food Administration.*

Claude Wickard

*Secretary of
Agriculture.*

WHAT TO DO!

GROW
MORE LEGUME HAY
PASTURAGE
AND GRAIN



AND WHY!

Concentrated feeds are expensive and difficult to obtain. Fortunately, the dairy cow is so constituted that she can use large amounts of roughage for milk production; the more she gets and the better the quality, the less concentrated feed she will need to make the ration complete.

Faced with the difficulty of obtaining high-protein concentrates, most dairy farmers will have to rely more heavily on home-grown grains and on good-quality roughage. With an abundance of good pasturage and good legume hay or good grass silage to supply much of the needed protein, farm-grown grains will balance the dairy ration.

More milk can be produced if the supply of hay, silage, and pasturage is enough to keep every cow in the herd fed up to the limit of her appetite every day in the year. The forage for winter feeding should contain plenty of legumes; the need for high-protein concentrates will then be reduced materially.

The roughage must be of such quality that cows will eat lots of it. Cutting hay before it matures and handling it carefully to save leaves increase its protein content and palatability. Much of the crop could be better protected from weather damage by being put in the silo.

WHAT TO DO!

FERTILIZE
TO INCREASE QUANTITY
AND QUALITY
OF FEED



AND WHY!

Much of the good pasture and hay land has been

plowed up and put into grain crops. Many dairymen face a shortage of pasturage—the best feed for milk production and usually the cheapest feed.

To get as much pasturage in 1944 as will be needed, most dairymen will find it necessary to improve the pastures they still have, and to grow some annual crop for temporary or supplemental pasture and to graze meadows.

Very few of the dairy cows in this country have ever had all the good pasturage and good hay they could eat, day in and day out; but if pastures and hay crops were improved sufficiently to supply the necessary quantity and quality of roughage for such feeding, the use of concentrates could be reduced by one-third or more without any loss in milk production.

Nothing excels well-rotted barnyard manure for improving pasture and hay yields. It should be used as far as it will go, and commercial fertilizers and lime should be used in the way advised by the local county agent.

Fertilization pays on pasture and hay crops as well as on grain and row crops. Supplies of fertilizers are generally available, and applications can be made with very little labor.

WHAT TO DO! FEED TO AVOID SUMMER MILK SLUMP



AND WHY!

Every year national milk production drops in late summer and continues at a low level through the fall. The summer slump in milk flow is caused partly by flies and hot weather, but mostly by a lack of feed during the pasture season.

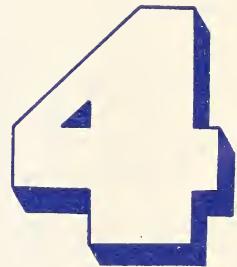
Many farmers depend too much on permanent pasture alone for summer feeding. Cows eat much less grass when it is short and after it has formed seed. Moreover, it is physically impossible for a cow to

graze her fill of short grass unless it is very thick, and after the grass has gone to seed it is unpalatable and also lower in nutritive value.

It is easy to be deceived by the appearance of a pasture. Usually it is not so good as it looks, and many farmers make the mistake of waiting too long before they start to give the grazing cows supplemental feed. Loss of flesh and undue declines in milk production are reliable indications of a lack of feed; but by the time these conditions are noticeable, no amount of extra feed will restore the milk flow to where it would have been had the cows been fed enough from the start.

WHAT TO DO!

FEED COWS LIBERALLY DURING THEIR DRY PERIOD



AND WHY!

It is well known that a cow will give more milk if she is in good flesh at calving time than if she is thin.

To be in good condition at calving time, a cow should continue to get liberal quantities of good roughage after she goes dry; she can then be put in good flesh with a minimum amount of grain and other concentrates. In fact, if she has been well fed during her milking period, she will need very little concentrated feed during the dry period. But if she has not been well fed it will be better to feed concentrates liberally, along with the good roughage, than to have her thin at calving time.

In general cows will produce the most milk if they are allowed a dry period of about 2 months. Milking a cow right up to a week or two before calving time may reduce her production in the next lactation by as much as 15 percent. On the other hand, if she is turned dry more than 2 months before calving time, more milk will be lost in the current lactation period than will be gained in the next.

WHAT TO DO!

KEEP

AS MANY COWS
AS FEED AND
LABOR PERMIT



AND WHY!

Since every milking cow should have all the forage she can eat at all times, in order to produce milk at the lowest cost, the size of the herd should be adjusted to the amount of forage that can be made available for feeding.

Some farms, especially those with only a few cows, are likely to be understocked. On such farms an effort should be made to add enough good cows and heifers to turn the entire supply of forage into milk. Other farms may be overstocked with respect to the forage supply. In that case it is better to reduce the size of the herd by disposing of unprofitable cows than to reduce the amount of forage allowed each cow.

Every farmer should estimate carefully his probable supply of pasture, hay, and silage, and decide on the basis of his previous experience whether the amount will be ample for the herd. There is no advantage in keeping more cows than can be provided with adequate amounts of these roughage feeds. Some cows would fail to get enough forage, and more concentrates would have to be fed to compensate for the shortage.

Where satisfactory markets for milk are available, many milk producers who normally keep only a few cows, and have enough labor, will find it advantageous to increase the size of the herd sufficiently to utilize all the forage they can produce.

WHAT TO DO!

MARKET

MORE WHOLE MILK
WHENEVER
POSSIBLE



AND WHY!

The wartime demand for all dairy products calls for

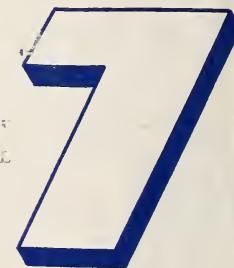
delivery of the whole milk whenever possible. Moreover, once the whole milk has reached the processing plant, the skim milk, buttermilk, and whey can be made to serve wartime needs to better advantage, because larger quantities can be converted into human foods.

In the past, many farmers have fed more skim milk to their calves, hogs, and poultry than was actually needed for satisfactory nutrition. Every effort should be made this year to find a market for whole milk and also to reduce by the use of milk-saving feeds, the amounts of both whole milk and skim milk fed to calves and other farm animals.

In addition, wherever a market for the whole milk exists, it will generally pay better to sell the whole milk rather than only the cream or butter. A large part of the skim milk, buttermilk, and whey fed to farm animals is vitally needed for human food; and these products can be used much more efficiently if they are prepared for direct consumption as human food than if they are first turned into meat and eggs.

WHAT TO DO!

PRODUCE
GOOD-QUALITY MILK
AND
AVOID WASTE



AND WHY!

It has always been good business for dairy farmers to produce and market good-quality milk. The prosperity of every dairy farmer and the growth of a sound dairy industry are inseparably linked with good quality in all dairy products.

This year it is not only good business for the farmer to produce good-quality milk, it is an obligation to his country. Production of milk not usable at the dairy plant, because it is not of desirable quality, deprives the Nation of vital food and reduces the income of the farmer.

Neither the farmer nor the Nation can afford to waste feed and labor and time in the production of